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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named  
Inventor : Brent Magouirk

Appln. No.: 10/052,575

Filed : January 18, 2002

For : CUSTOMER MANAGEMENT SYSTEM  
FOR AUTOMOTIVE SALES INDUSTRY

Docket No.: S77.12-0001

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Technology Center 2100

Group Art Unit: 2177

Examiner: Cheryl  
Renea Lewis

RESPONSE

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

I HEREBY CERTIFY THAT THIS PAPER IS BEING  
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1<sup>st</sup> DAY OF July, 2004  
Christopher K. Cole  
PATENT ATTORNEY

Sir:

This is in response to the Office Action mailed on May 6, 2004. Claims 1-21 were under consideration in the application. The Examiner rejected all claims. With this response, all claims remain unchanged.

On page 3 of the Office Action, the Examiner rejected claims 1-21 under 35 U.S.C. §102(e) as being anticipated by U.S. Patent No. 6,067,525 to Johnson et al. ("the Johnson reference").

Every one of Applicant's pending claims (1-21) essentially teaches closing a client ticket session after a predetermined time, and once the client ticket session is closed, precluding further alteration of a corresponding client ticket.

On page 4 of the Office Action, the Examiner states that the Johnson reference teaches closing a ticket session after a predetermined time, specifically, after a "time with customer component 104". Applicant submits that the time with customer component 104 in the Johnson reference closes (or ends) only with the occurrence of one event, that event being the closure of a customer sale. Hence, the "time" at which the ticket session is closed is variable and is based on the occurrence of the event of

a customer sale. As a result, the system taught in the Johnson reference, unlike the present invention, does not allow a stalled or incomplete client session to be closed before a sale is executed.

One embodiment of the present invention comprises closing client ticket sessions after a period of one month. In such an example, a client who begins the sales process but fails to close the sales process within a month would have an associated closed client ticket session. When the client resumes the sales process, a new client ticket session is opened. These multiple client tickets enable the client ticket sessions to be analyzed independently and relative to one another. While Applicant's claims do support this example embodiment, the Johnson reference provides no teaching or suggestion to support such an embodiment.

Further, on page 4 of the Office Action, the Examiner states that the Johnson reference teaches precluding further alteration of a client ticket. Despite this assertion, Applicant respectfully submits that the Johnson reference does not teach or suggest precluding alteration of a client ticket session once it has been closed. By precluding alteration to client tickets that have been closed, the present invention enables a multiple client ticket history. For example, a user who is analyzing four session tickets for the same sale would lose valuable process-oriented information if data from the first client ticket is changed repeatedly following numerous related client contacts.

In summary, it is respectfully submitted that the Johnson reference fails to teach or suggest closing a client ticket session after a predetermined time. Further, it is also submitted that the Johnson reference fails to teach or suggest precluding alteration of a client ticket after a client ticket session has been closed.

For at least these reasons, it is respectfully submitted that independent claims 1, 17, 18 and 21 recite claim elements that are neither taught nor suggested by the cited prior art. It is further submitted that the remaining dependent claims, which depend on independent claims 1, 17, 18 and 21, also recite claim elements that neither taught nor suggested by the prior art.

Accordingly, reconsideration and allowance of all pending claims 1-21 are respectfully solicited.

The Director is authorized to charge any fee deficiency required by this paper or credit any overpayment to Deposit Account No. 23-1123.

Respectfully submitted,

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CLH/rkp